



### REMARKS

Upon entry of the present amendment, the claims remaining in the application are: Claim 1 (currently amended), Claims 2-10 (original), Claim 11 (currently amended), and Claims 12-20 (original).

Applicant respectfully submits that the claims as now amended are not obvious in view of Shackelford.

First, applicant is pleased to note that the Examiner concedes that Shackelford does not expressly disclose a first party owning said container, a second party or a second advertisement.

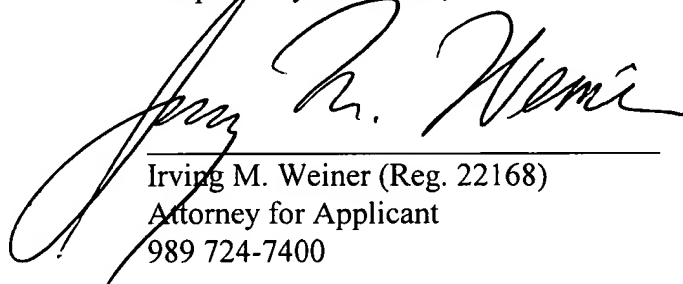
The claims have been amended to avoid the Examiner's initial contention concerning the United States Postal Service.

It is respectfully submitted that the application is now in condition for allowance, and a notice to this effect is earnestly solicited.

If the Examiner believes that the application is not now in condition for allowance, it is respectfully requested that the Examiner telephone the undersigned attorney for applicant in an effort to facilitate the prosecution, and/or to narrow the issues for appeal, if necessary.

Favorable reconsideration is respectfully requested.

Respectfully submitted,



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